Average family size has declined in the past decade. The average number of children born per woman fell from 5.6 in 1970 to 4.5 in 1978. Fifty-five percent of women aged ten and over were married in 1980 (including those married but living apart from their spouses). Just over 10 percent of women were widowed and 4 percent were divorced.

Housing

Indonesia had a serious housing shortage during the 1970s. There was a demand for 400,000 units per year, and only 230,000 units per year were being produced.

Rural housing consists mainly of simple shelters made from locally available materials such as bamboo and nipa palm. Except for parts of Kalimantan and Sulawesi, where communal living in longhouses is common, most dwellings are small (usually one room), single-family units grouped in compact villages. Homes and public buildings surround open village yards. The 1980 census classified 92 percent of rural housing as "an independent structure with a single dwelling unit." Fifty-eight percent of rural housing had less than 50 square meters of floor space, about the size of a two-car garage.

There is more variety to urban housing. Brick and masonry are used to build homes and apartment buildings lived in by high and middle income groups; bamboo and bungalows house laborers, and makeshift shacks house the poor. About 70 percent of urban housing consists of one dwelling unit. Eleven percent of urban structures have two dwelling units, and 14 percent have three or more units. Slightly over half of urban housing also has less than 50 square meters of floor space.

A TRADITIONAL CULTURE— ADAPTING TO CHANGE

The work of men and women in rural Java is split along rather traditional lines. Men work outside the home and women are primarily responsible for housework, childcare, food preparation, and shopping.

A 1980 study of time use in 600 rural households on Java by the Statistical Academy of the Bureau of Statistics in Indonesia found that women worked outside the home an average of 3.5 hours a day while men worked outside the home an average of 6 hours and 43 minutes. Women, on the other hand, spend 5 hours and 48 minutes on housework, and 1 hour and 49 minutes on childcare, whereas men spend only 1 hour and 2 minutes on work around the house and a mere 19 minutes on childcare.

Listening to the radio, reading newspapers, and watching television are important leisure-time activities in Indonesia. The one government television station broadcasts from major urban areas from 4 to 10 p.m. daily in color. Even in homes with no electricity, people may be found watching TV. Twelve-volt televisions operating off an automobile battery are becoming increasingly popular. Periodically the battery is taken to the local battery shop for recharging. Since only about one-third of the urban households in Indonesia own a television set, buying a TV is a great way to ensure good relations with the neighbors.

Even for middle to upper-middle class families in urban areas, however, life in Indonesia is a far cry from that in more industrialized countries. A typical upper-middle class family might have a total of 1,000 watts of electricity in their homes — not even enough to run a U.S. toaster. There is cold running water, but it is not dependable. Hot water is not generally available since a hot water heater costs the equivalent of several months' salary. Even small electrical appliances that require water or electricity are not practical in the majority of homes as a result. Since most food shopping is done on a daily basis, those households fortunate enough to have refrigerators tend to use them mostly for keeping drinks cold.

Land is at a premium and there is little grass or garden area in urban settings. A middle class home has two or more bedrooms, but the kitchen is likely to be outside under a porch where the servant cooks the meals. Besides the cook, a family might employ a houseboy, laundry woman, and combination gardener-watchman, although a middle class family would probably have a single "helper" for all the household chores.

Cooking fuel is usually kerosene, although LPG (bottled gas) is becoming increasingly popular with the middle class. A single kerosene burner similar to what a family in the U.S. might use while camping is typical. Foods are cooked sequentially and usually served lukewarm of necessity.

Only a few homes, even among the upper middle class, have telephones. The principal reasons for this are cost and availability. In addition to an installation charge which typically runs 500 dollars or more, the cost of wiring from the nearest junction box must be paid by the homeowner. In some areas in Jakarta, furthermore, the few available circuits have long since been spoken for and the household, even if it is willing to pay the installation charge, must wait for a circuit to become available. Once a household has a phone the troubles have just begun. Frequently, entire exchanges are tied up and there is a busy signal after dialing the first one or two digits. Finally the prospective telephone owner has to consider who he is going to call after he gets his phone since so few other people he knows are likely to have phones.

—*Peter O. Way*

Peter Way lived in Indonesia for two years while working for the University of Chicago on a demographic research project, and is currently the Indonesian analyst for the U.S. Census Bureau.

BEST AVAILABLE COPY

Sanitation is poor. Less than 10 percent of the rural population has safe drinking water. In 1980, two-thirds of rural households got their drinking water from a well. The other third got their water mainly from springs or rivers. Water from springs and rivers often is a health hazard because wastes from the cities ultimately empty into rivers. Water in central water systems in Jakarta and other major cities is treated, but poor maintainence results in some contamination. Approximately half of urban households get their water from wells, and a third from a central system.

Home heating is required only in the most mountainous regions. Two-thirds of urban households use kerosene for cooking. Almost half of urban households use electricity for lighting. Among rural households, about 90 percent rely on wood for cooking and only 4 percent use electricity for lighting. Seventy percent of rural households use kerosene lamps for lighting.

Education and Communications

Literacy increased from approximately 60 percent of the population aged 10 and over in 1971 to 70 percent in 1980. Eighty percent of men and 64 percent of women are literate. A person is regarded as literate if he or she can read and write a simple message or sentence in any language. Someone who can only read or write, but not both, is considered illiterate.

Education is free and compulsory for children between the ages of 6 and 12. Eighty-five percent of children aged 7 to 12 were enrolled in school in 1981.

Slightly less than one-third of the population aged 10 and over had completed primary school in 1980. Eight percent had completed junior high school, and 5 percent had completed senior high school. Less than 1 percent of the population completed either the "academy" (the equivalent of a bachelor's degree) or the university (a graduate program leading to a master's degree or higher).

Urban males are the most educated, with 15 percent having completed senior high school in 1980; 10 percent of urban women had completed senior high school. Only 4 percent of rural men had a high school degree and 2 percent of rural women.

The main newspapers are based in Jakarta. Three papers have daily circulations of 75,000 or more: "*Kompas*," "*Sinar Harapan*," and "*Merdeka*." Other newspapers with smaller circulations are "*Berita Buana*," and "*Suara Karya*." English language newspapers include "*The Indonesian Times*" and "*The Indonesian Observer*."

Radio potentially is a more influential medium than newspapers. Radio reached 60 million listeners in 1978. Radio Republic Indonesia is government controlled and is responsible for all domestic and foreign broadcasting. There are 50 AM stations and one FM station. The national system of stations is linked to regional networks located in Medan, Yogyakarta, and Ujung Pandang. All stations are required to transmit news broadcasts and certain other programs simultaneously. All stations use both regionally prepared programs and independent programs, often presented in local languages. Radio Jakarta is on the air approximately 16 hours daily.

Thirteen television stations cover Java and North Sumatra. As with radio, Television Republic Indonesia is government controlled. Over two million televisions were registered in Indonesia in 1980, one-half of which were on Java. Television programs are transmitted for only 6 hours per day, and advertising is restricted.

Labor Force and the Economy

Approximately half of Indonesia's labor force works in agriculture, the most important sector of the economy, accounting for more than 30 percent of the gross national product in 1980. Rice production is the leader, and rice is the main food staple of Indonesians. The cultivation, processing, and sale of rice occupies most of the rural population and accounts for 50 percent of total agricultural production.

Indonesia now produces enough rice for its own consumption, but as recently as 1977 has had to import rice from the U.S. when drought and *wereng* pest damage reduced their yields. Currently some rice is being imported from Thailand to help build reserves. Growing population pressures are making food self-sufficiency increasingly difficult.

Small-scale subsistence farming is the norm in Indonesia. In addition to rice, small farms also grow secondary crops for food and cash. Soybeans, green beans, peanuts, sweet potatoes, onions, and red peppers are some of the vegetables that grow well in small areas. Tropical fruits that seem exotic to Americans — mangoes, papayas, breadfruit, pineapples — are staples in the Indonesian diet.

Indonesia's major imports are rice, wheat, textiles, chemicals, iron, steel products, machinery, transport equipment, and consumer durables. The U.S. ranks behind Japan as supplier of most of these goods. The U.S. share of Indonesia's imports in 1980 was 13 percent compared with 32 percent for Japan.

Persons 10 years old and over are counted in the labor force. Those in the labor force held a job for pay or profit in the week prior to the census for at least one hour per day, or were temporarily not working because they were waiting for the harvest, on leave, etc. Persons who did not have a job but were looking for one also are included in the labor force. Persons outside the labor force are those attending school, housekeeping, disabled, or elderly.

In 1980, 50 percent of the population aged 10 and over worked in the week prior to the census. Approximately one percent were looking for work. Of those not economically active, 36 percent were attending school. Two-thirds of men and one-third of women were economically active. The highest labor force participation rates for women were in the 35 to 59 age category, in which 40 to 45 percent were working. Women in rural areas had slightly higher labor force participation rates than those in urban areas: 35 percent vs 24 percent. The same pattern was true for men: 71 percent of those in rural areas worked vs 60 percent of those in urban areas. The inclusion of family farm workers accounts for the higher rural than urban labor force rates.

Among those economically active in the week preceding the census, only 50 percent were employed for 35 hours a week or more, reflecting the problem of underemployment that plagues the economy. Almost 7 million Indonesians (about 1 of 7 workers) held a second job the week before the census. Over 3 million Indonesians were looking for work at the time of the census.

Following agriculture, which accounted for 55 percent of all employment in 1980, public services employed the greatest number of workers (16 percent of all workers), then wholesale and retail trade and restaurants (14 percent) and manufacturing (8 percent). Approximately 20 percent of all workers were classified as production or transport equipment operators. Fourteen percent were sales workers, 4 percent were clerical, and 4 percent were professional or technical workers.

The principal handicap to Indonesia's economic development is the lack of skilled managers, technicians, and businessmen. Population pressures, unemployment and underemployment also impede progress. One of the main goals of "Repelita III," the third in a series of five-year economic development plans, is to reduce the birth rate and to process agricultural goods into basic and finished products, thus expanding the possibilities for employment. Educational progress is a continuing goal.

Income and Lifestyle

Indonesian per capita income was $415 (U.S.) in 1980. Indonesians spent an average of 66 percent of their income on food (24 percent on rice alone) and 34 percent on nonfood items (including 13 percent on housing, fuel, light, and water) in 1978.

Most Indonesians eat only two meals a day. Breakfast consists of cassava or rice and sweet potatoes, and the main meal consists of rice with vegetables and a small piece of meat or fish. Fruit and sometimes tea or soybean milk also are included. A third meal is eaten if the household can afford it. The wealthy minority eats three meals a day.

Jon Reis

Only 10 percent of all households owned a television set in 1980, but 32 percent of urban households owned a set. Approximately one-half of all television sets were in urban areas in 1980. There were 12.2 million radios and cassette recorders owned by about 40 percent of households (57 percent of urban households). Over 10 million bicycles were in use in 1980, owned about equally by 30 percent of all urban and rural households. Motorcycles also are a popular means of transportation; there were 2.3 million in 1979. Cars are less common — only 577,000 passenger cars were registered in Indonesia in 1979.

Sources of Information

The U.S. Census Bureau has copies of most of Indonesia's 1980 Census on Population and Housing. Specific questions may be addressed to Peter Way, telephone (301) 763-2834, or write to him at the Census Bureau, International Programs, Washington, D.C. 20233.

The U.S. Department of Commerce has several publications that contain information about doing business in Indonesia. Foreign Economic Trends and Their Implications for the United States/Indonesia was published in August 1982. (FET 82-077). It is available from Publications Sales Branch, Room 1617, U.S. Department of Commerce, Washington, D.C. 20230 for $1.50.

The most recent Overseas Business Report on Indonesia called "Marketing in Indonesia," (OBR 81-11), May, 1981, is available from the same address for $1.50.

The Commerce Department's *Business America* magazine carried an article on Indonesia in the July 26, 1982 issue.

"A Guide to Doing Business in the ASEAN Region" which includes Indonesia, Malaysia, Philippines, Singapore, and Thailand is available from the U.S. Government Printing Office, Washington, D.C. 20402 for $4.25.

The November 1982 issue of *International Advertiser* carries a special section on Asian advertising, including Indonesia. A single issue is $3, $15/year for six issues. Order from 615 W. 22nd St., Oak Brook, IL 60521. •

Daphne Spain

Regions

In an attempt to bring more country specific information to our readers and to provide opportunities for updates as more detailed census information is released on countries already profiled, International Demographics will add four pages several times a year. Information previously included on the "Census Update" page will now be printed here.

Europe

European Population Conference, 1982

Except in a few countries such as Iceland, Ireland, and Turkey where the birth rates remain well above replacement level, the trend since 1965 in the 21 Council of Europe member countries is a sharp decline in numbers of births.

The birth rate decline has coincided with a decrease in rates of first marriage and remarriage. On the other hand, in most countries — as in the United States — the number of couples living together without marriage has increased. A further decline in fertility is likely to occur. At the very least, the proportion of births outside marriage is likely to increase.

Because the Council of Europe member countries are becoming concerned about the aging European population, a conference was held last fall to discuss possible implications of the demographic trends.

Among conference suggestions to countries were the following:

—That parents who wish to have children should not suffer hardship because of their decision and if necessary should receive tax benefits and cash transfers, leave to care for a child, and assistance in housing needs.

—That the burden on women of domestic duties and child care should be relieved by providing day care and other services so that women who want to be in the labor force may do so.

—That planning for schools should be based on predicted large fluctuations in the size of birth cohorts.

—That host countries should recognize the contributions of immigrants to the development of their economies.

—That while the actions of member countries will be independent of each other, there should be cooperation on matters relating to population because demographic developments are linked among all the countries.

Britain

The annual General Household Survey in Britain is a wealth of interesting information. The most recently-released survey, completed in 1980, but released in the fall of 1982, shows that nearly half of British heads of households own their own homes either outright or with a mortgage. The number of people living in private, unfurnished rental homes has decreased from 12 percent of all families in 1971 to only about 6 percent in 1980.

About 95 percent of workers in the professional class have a television, and about 99 percent of those in skilled, semi-skilled, and manual jobs own a set. In the last decade, the number of homes with refrigerators, telephones, and central heating has increased by about 20 percent. About 93 percent of homes have a refrigerator, compared with 73 percent in 1972. Fifty-seven percent of homes have central heating, compared with 37 percent in 1972, and about 75 percent of homes have a telephone and a washing machine.

The number of households owning a car is rising slowly, from 52 percent in 1972 to 58 percent in 1980, but among manual workers the percentage of those owning cars has fallen from 32 percent in 1976 to 29 percent in 1980. Two percent of British households have three or more cars or vans.

Women and the Elderly

As in other industralized countries, more women are working in Britain. About half of mothers with dependent children work, but only 17 percent work full-time. Of those who had a child under three, only 23 percent work compared with 70 percent of those whose youngest child was over 10.

About one-third of people 65 and older live alone. Seven of 10 people 65 and older live in households where no one is under age 65. Forty-five percent of elderly women and 17 percent of elderly men live alone.

The survey showed that one third of the elderly cannot do a household chore if it involves climbing a ladder, that one in 7 cannot do their own shopping, and that 1 in 10 cannot leave their home and go for a walk on their own.

The General Household Survey is available from Her Majesty's Stationary Office, 49 High Holborn, London WCIV 6HB, England for 12 pounds sterling 70 shillings.

Germany

The German-born population in West Germany continues to shrink while the foreign-born population is on the rise. The Federal Statistics Bureau in Wiesbaden reports the population at 61.7 million as of December

31, 1981, an increase of only 1 percent or about 55,000 people. The German population decreased by 103,000. The foreign-born population increased by 3.5 percent to 4.7 million.

The increase in foreign-born people is reflected in the statistics for Berlin where in the first six months of 1982, the ethnic German population decreased by 13,338 while the foreign-born increased by 3,752. The population in Berlin in June 1982 was estimated by the government to be 1.9 million.

France

More than four out of 10 French men and women between the ages of 25 and 34 have lived or are living together without being married. Only about one in 10 of their parents had such a relationship.

According to a poll by the French Institute for Public Opinion, the institution of marriage is being questioned by those under 25, 35 percent of whom believe that marriage is "outmoded" or "useless." For 82 percent of their elders, however, marriage still retains its value.

Despite their feelings about it, the main reason for marrying is still love — even for about 50 percent of those under the age 25.

Unmarried couples are most common among lower and middle-level industrial workers, (teachers, hospital attendants, nurses), factory workers, and the professions, the poll found. But there are regional variations. Unmarried couples were least likely to be found in northern and eastern France.

The reasons given for not marrying range from the refusal to assume definite responsibility to marriage making it harder to separate. Even children did not influence some people to marry.

Source: *Le Telegramme*, Brest, France, Sept. 25, 1982. (trans. from French).

Paris, France

Like many other city centers around the world, Paris is losing population, but the rate of loss has been halved through City Hall's efforts to build new housing and rehabilitate old.

Paris Population Trends by District

District	Total Population		1975-82	
	1982	1975	+ or −	Percent
1	18,497	22,793	− 4,296	−18.8
2	21,148	26,328	− 5,180	−19.7
3	36,089	41,706	− 5,617	−13.5
4	33,949	40,466	− 6,517	−16.1
5	62,150	67,668	− 5,518	− 8.2
6	48,724	56,331	− 7,607	−13.5
7	67,199	74,250	− 7,051	− 9.5
8	46,329	52,999	− 6,670	−12.6
9	64,167	70,270	− 6,103	− 8.9
10	80,875	94,046	− 7,171	− 7.6
11	145,228	159,317	−14,089	− 8.8
12	137,914	140,900	− 2,986	− 2.1
13	170,698	163,313	+ 7,385	+ 4.5
14	138,764	149,137	−10,373	− 7.0
15	223,335	231,301	− 7,966	− 3.4
16	178,863	193,590	−14,727	− 7.6
17	169,061	186,293	−17,232	− 9.2
18	186,462	208,970	−22,508	−10.8
19	162,588	144,357	+18,231	+12.6
20	172,021	175,795	− 3,774	− 2.1

These are only preliminary, provisional data and have not been corrected.

As of March, 1982, Paris had 2,168,300 people compared with 2,299,800 in March, 1975. Between 1975 and 1982, the population decreased 5.6 percent, an annual average decline of .8 percent. This is only half the annual average decrease from 1968 to 1975 (1.6 percent) and a third lower than the 1.2 percent average annual decrease from 1962 to 1968.

A major reason for the depopulation of Paris is believed to be the lack of good housing. The city government's efforts to rehabilitate housing are paying off. A February poll of Parisians found that 79 percent were satisfied living in Paris, and in areas where there has been new construction and rehabilitation there have been population increases of more than 15 percent.

Most deeply affected by migration to the suburbs were the old center of Paris, districts (arrondisements) one, two and four followed by the eighth district, which is the major business area, the Chaillot quarter in the sixteenth district and the Chaussee d'Antin and Faubourg-Montmartre quarters in the ninth district.

Significant gains in population appear where there is new construction. For example, the railroad station quarter in the thirteenth district and the Villette, Pont-de-Flandre and Amerique quarters in the nineteenth have increased in population by more than 15 percent.

Asia

Japan

After publication of the Japanese profile in November, a new source of information on Japan came to our attention. *The Japan Market* is a newsletter published in the United States but written in Japan. It includes information on Japanese markets and sometimes includes specialized demographic market information.

For example, the Sept. 13, 1982 issue included an article based on a survey by the Leisure Development Center which reported that the average Japanese family spends $887 a year on leisure activities. When asked what activities they would pursue in the future, the largest percentage said they want to travel abroad. Other favorite future pastimes included skiing, creative hobbies, camping, moun-

tain climbing, and travel in Japan.

The Japan Market is published bi-weekly by Prentiss-Knight Associates, 101 Belton Road, Silver Spring, MD. Subscriptions are ordered from Post Office Box 465, Berthoud, Colorado 80513 and cost $227 a year in the U.S., Canada, and Mexico and $248 overseas.

Bangladesh/Afghanistan

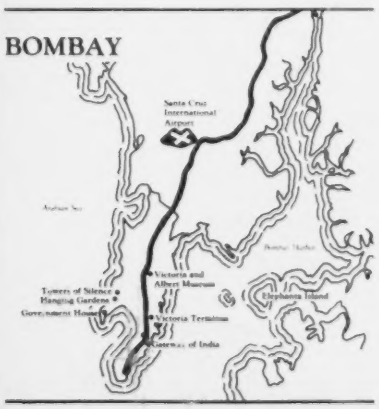
The U. S. Census Bureau has preliminary results of the 1980 census of Bangladesh, and results from the 1979 census in Afghanistan. Also, there is a 1982 pocket statistical book from Nepal as well as province totals from its 1981 census. The results from the 1981 Pakistani census should be available soon, according to James Spitler, analyst. Information on the censuses of any of these countries is available by calling Spitler at (301) 763-4221.

Bombay, India

Bombay is the destination of about 200,000 rural to urban migrants a year in India. With 8.2 million people, Bombay is growing at about 4 percent a year. More than 50 percent of the growth is attributed to rural workers seeking greater opportunities in the city.

Despite Bombay's size — 169 square miles in Greater Bombay — estimates are that 72 percent of the jobs are concentrated in the 15 percent of the area at the southern tip of the island. Particularly important are developments at Nariman Point and Cuffe Parade.

The rapid growth of Bombay has taken planners by surprise. Shanty towns abound. Population density is one of the highest in the world. Almost 40 percent of the people live in 570 slum colonies. Dharavi, with a half million people, has been called the world's largest slum.



Fifteen percent of the people who live in housing — rather than on footpaths or on concrete — are in 11,000 buildings which are on the verge of collapse. Housing prices rival those of New York or Singapore. The public housing shortage is estimated at 5,000 units a year, the private housing shortage at 20,000 units a year.

Less than half of one percent of the population earn $500 a month. Seventy-five percent of the families live on $60 a month and 10 percent have less than $25 a month.

These are just some of the facts about Bombay and the problems caused by increasing congestion there in an article, "Bombay Bubble is Bursting" by Ramesh Mayur, in Vol. 9, No. 2, 1982, of *Populi*, the Journal of the United Nations Fund for Population Activities.

Thailand/Philippines

The U.S. Census Bureau now has preliminary reports from the 1980 Population and Housing of Thailand and the 1980 Census of Population of the Republic of the Philippines.

The preliminary report from Thailand includes population by age and sex, average household size, marital status, and occupational status by region.

The Philippines' preliminary report includes total population by sex and private households by region and province.

Questions on either of these preliminary reports can be addressed to Peter Way. Write to him at International Demographic Data center, U.S. Census Bureau, Department of Commerce, Washington, D.C. 20233. His phone number is (301) 763-2834.

Latin America

Latin America

The Inter-American Commission of Women (CIM) has proclaimed Feb. 18 as the Day of Women of the Americas.

The CIM, a commission of the Organization of American States, has as one of its objectives reinforcement of the importance of the family as the nucleus of life.

Its 1983 programs for the Inter-American Year of the Family include provisions for basic education and health services for families in rural areas. Plans call for technological training in marginal parts of the Americas to generate employment, income, and growth of small industries.

OAS Secretary General Alejandro Orfila told CIM delegates in Washington recently that "women should contribute to the decision-making process with regard to strategies for development."

The new president of the CIM General Assembly, Venezuelan economist Isolda Heredia de Salvatierra, told the meeting that women should take a leading role in the process of social change in the Americas. She said her priorities include establishment of businesses and cooperatives for the improvement of income-generating opportunities for women, credit facilities, better employment, and wider access to education.

Venezuela

Even when governments in developing countries try to decentralize growth, their efforts will likely fail because the money spent will be recycled into the capital city and other high-income regions where private investment is already high.

That is the conclusion of Richard C. Jones, an assistant professor at the University of Texas at San Antonio in a recent article examining government investment in Venezuela.

Jones says "migration trends unfavorable for backward regions will continue as long as high-income regions are viewed as 'windows on the world' — for example, as the only viable place to get a university education, to undergo major operations, to get a prestigious job in government

civil service, to enjoy the amenities of international culture soon."

Jones' article appears in *The Journal of Developing Areas, Vol. 16, No. 3.*

Cuba

The birth rate in Cuba has declined from 27.7 births per 1000 population in 1963 to 14.1 births in 1980, one of the most rapid declines on record, according to an article in the September 1982 issue of *Population and Development Review.*

Since 1978, Cuban fertility has been below replacement level, a nearly unique circumstance for a developing country.

Authors Sergio Diaz-Briquets and Lisandro Perez report that before the Cuban revolution (1959) the fertility rate had fallen to levels experienced by developed countries. The baby boom that started during the revolution was the result of renewed hope on the part of young adults that they would be able to partake of the material goods formerly available only to the wealthy.

By the 1970s, however, reality had set in. A severe housing shortage, an acceptance of the necessity of some income inequality to provide incentives, and pessimistic feelings about the future of Cuba probably were instrumental in the rapid decline of fertility in that decade the authors say.

"The key to Cuba's very low fertility," the authors believe, "lies in the sharply differing prospects of Cuban couples regarding the fulfillment of their material and status expectations during the early 1960s, and in the years since that time. The former period was one of optimism. The latter, reflecting the revolution's growing inability to meet material expectations, was a period of pessimism. Had the generation entering reproductive ages in the 1970s been able to fulfill their aspirations, it is unlikely fertility would have declined as fast and to as low a level as it in fact has."

The article discusses in detail the socioeconomic conditions that affected fertility rates.

Mexico

The official census definition of an urban place in Mexico has not changed, as we reported in the October issue. An urban place in Mexico is defined as one that has 15,000 or more people. A 1978 survey of population did use a slightly different definition but it does not affect the most recent census.

A typographical error, however, put the 1970 urban population at 9 percent rather than the 59 percent which it actually was.

Population of Mexico by Age and Sex, 1980

in thousands

Age	Total	Male	Female
All ages	69,979	34,810	35,169
0 to 4 years	10,978	5,595	5,383
5 to 9 years	10,657	5,424	5,233
10 to 14 years	9,571	4,848	4,723
15 to 19 years	9,044	4,015	5,029
20 to 24 years	6,018	2,930	3,088
25 to 29 years	4,897	2,367	2,530
30 to 34 years	3,946	1,908	2,038
35 to 39 years	3,300	1,602	1,698
40 to 44 years	2,837	1,398	1,439
45 to 49 years	2,367	1,171	1,196
50 to 54 years	1,882	930	952
55 to 59 years	1,525	748	777
60 to 64 years	1,204	577	627
65 to 69 years	960	456	504
70 to 74 years	750	355	395
75 to 79 years	574	275	299
80 years and over	466	210	256

Because we worked with a handwritten copy in preparing the table of Mexico's population distribution by age and sex for 1980, there were several minor errors contained in the table. They do not change the configuration of the population pyramid, but for the sake of accuracy, we are printing the corrected table above.

North America

Canada

Statistics Canada has a new catalog called *Products and Services of the 1981 Census of Canada.* The free, 147-page catalog details all published and planned printed reports from the 1981 census as well as non-print products such as user summary tapes, microfiche, geographic tape files, public use sample tapes, and custom tabulations.

Products from *Statistics Canada* are so numerous and thorough that the catalog is a helpful tool to make sure you have the tabulations you need and are taking advantage of all materials that might be important to marketing strategies in Canada.

Write to: Publications Sales and Services, Statistics Canada, Ottawa, Ontario K1A OV7 Canada.

Several sets of census user summary tapes recently have become available. Computer tapes usually provide more data, in greater detail, than are offered in publications.

Among tapes now available are, for example:

File EAF81A10 for enumeration areas with tables for census families in private households by number of persons; by family structure and number of children at home; by family type and structure.

File SDF81A10 for municipalities, with the same tables as above.

Each computer tape costs $150. A file on one region or province can be purchased for $75. Contact User Summary Tapes, CANSIM Division, Statistics Canada, Ottawa K1A OZ8. Telephone (613) 995-0097.

Several detailed census tables now also are available on microfiche including population in private households by census family status, and age of children, and non-family persons showing sex and marital status for census tracts and subdivisions. More information on microfiche products is available from Casual Sales Unit, Central Inquiries Service, Statistics Canada Lobby, R. H. Coats Building, Ottawa K1A OT6, Canada. Telephone (613) 992-3151. •

Publications

Demographic Yearbook, 1980. Bilingual (English/French). Statistical Papers, Series R, No. 10, 973 pp. UN Sales No. E/F.81.XIII.1. Clothbound, $US 65; paperbound, $US 55. (Order from Publications Office, United Nations, New York, NY 10017.)

This is the 32nd issue of a comprehensive compilation of international demographic statistics that includes data on population size, fertility, mortality, marriage and divorce for about 220 countries or areas of the world.

The special topic in this issue is mortality statistics. The 1980 Yearbook updates the information on mortality featured in the 1974 issue. Data from vital registration systems include trends in general mortality, maternal, infant, perinatal and fetal mortality from 1971 through 1980. Deaths and death rates by age, sex, marital status and cause of death are included. Three tables show life-table functions calculated separately for males and females: life expectancy, probability of survival and number of survivors to selected ages.

Urban and rural components of the statistics are shown wherever possible. Technical notes to each table are included.

Family Size Preferences: Evidence from the World Fertility Survey by Mary Mederios Kent and Ann Larson, 1982, Washington, D.C.: Population Reference Bureau, 40 pp., $1.

Lowering the birth rate in many developing countries may be an uphill battle because women in the Third World seem to prefer larger families than women in industrialized nations.

This analysis of the World Fertility Survey results in 22 developing countries found that the average preferred family size in these countries was three or four children. Women in Kenya wanted an average of seven children, while women in Jordan preferred six children.

In most of the countries women wanted slightly fewer children than they actually had, while in Kenya, Indonesia, and Paraguay women wanted more children than they had.

The percentage of women who wanted no more children increased with both age and the number of children living.

Women who wanted no more children were the most likely to be using contraceptives, the authors found, "further evidence that the desire for no more children is a meaningful measure and that it provides sufficient motivation to use fertility control within the context of prevailing cultural attitudes and access to contraception."

International Marketing Communications by Robert Roth, Chicago, IL: Crain Books, 1982, 350 pp. $22.95.

When Maxwell House first introduced instant coffee into Germany, the product did not sell. German housewives believed that part of their job was to work hard to prepare a good meal. Instant coffee was too easy. So Maxwell House made it more difficult. A recipe was printed on the package indicating that the coffee would taste best if it was simmered, steeped, and stirred. Instant coffee became acceptable.

This is just one example Robert Roth uses in his book to demonstrate the importance of adequate research in the international market.

In a thorough review of what is needed to make an advertising campaign work successfully abroad, Roth covers everything from organizing a departmental budget, to choosing an ad agency, participating in trade shows, and using direct mail and public relations.

Included are such useful items as a sample "memorandum of understanding" that a client can use with an advertising agency, timetables for setting up an international advertising campaign, and examples of successful direct-mail pieces and advertisements in several languages.

International Trade Statistics: Concepts and Definitions. English; French, Russian and Spanish versions in preparation. Statistical Papers, Series M, No. 52, Rev. 1. 71 pp. UN Sales No. E.82.XVIII.14. $US 7.00.

This is a revision of the 1970 publication which incorporates the views of two expert groups on international trade statistics, that met in 1977 and 1980, as well as those of the United Nations Statistical Commission. The definitions and the statistical treatment of commodity flows in international trade are discussed.

Status of Women: A Comparative Analysis of Twenty Developing Countries by Leslie B. Curtin, Washington, D.C.: The Population Reference Bureau, Inc., June 1982, $1 handling charge for single copies.

The status of women in developing countries, as this report points out, continues to be "a highly elusive concept."

Based on World Fertility Survey data, this report provides data about the educational attainment, work patterns, rural/urban residence, and current employment of women in 20 developing countries including a dozen from the Asia/Pacific region and eight Latin American/Caribbean countries. The first group includes Nepal, Sri Lanka, Indonesia, Jordan, Malaysia, Pakistan, Turkey, South Korea, the Philippines, Thailand and Fiji. The Latin American countries are Colombia, Costa Rica, The Dominican Republic, Guyana, Jamaica, Mexico, Panama, and Peru.

Educational and occupational differences between married women and their husbands are used in the analysis and are helpful in recognizing some patterns that have contributed to women's low status in most countries.

For example, more women than men are illiterate in all the countries surveyed except Colombia. Female illiteracy is generally more prevalent in Asian countries than in Latin America. In Pakistan, Bangladesh, and Nepal, only one in five women could read.

An analysis of educational attainment by age shows that progress has occurred on this front in most countries. The educational level of women who are aged 45 to 49 usually represents the situation about 25 years ago, while the educational levels of younger women, aged 15 to 24, come closer to representing the current situation. In some cases the progress is dramatic.

"In Malaysia, for example," the report notes, "nearly 70 percent of the oldest women had received no education; in contrast only 12 percent of their younger counterparts were without such training. Korea had also exhibited marked progress; women with no schooling dropped from 53 to 2 percent." •

Cultural Pitfalls/*continued from p. 3*

Q. Are there any other major cultural divisions?

Pring: The urban/rural divide of course. In many countries of the world there are vast sectors of the population that remain outside of the economy as we know it. Urban living tends to be more affluent, although Calcutta represents a notable exception. More to the point from a marketing perspective — the urban populace has greater exposure to the media, branded goods, and the consumer environment in general. On the other hand, the rural population of a developing country represents a less accessible but vast potential market.

Q. Can you use the telephone to interview in overseas countries?

Pring: There is a tendency for American research buyers to unthinkingly suggest data collection by telephone. But when you look at the statistics for telephones, you find that few countries have high levels of household telephone ownership like the United States. Sweden is one such. France has only a 67 percent telephone penetration, oriented toward higher income families and the urban areas. And in South Africa, the 82 percent penetration rate is for the white population. Only about 1 percent of non-whites have a telephone. This is not to say that research cannot be conducted overseas by telephone. On the contrary, there are services in many countries. But the absence of WATS-line type facilities and the lack of representativeness among people who have telephones means the technique is not fully developed.

Q. Are there other examples of things we take for granted?

Pring: Most Western countries and Japan have over 90 percent household television penetration, but elsewhere it often is less than 10 percent because of poverty, the lack of electricity, and other facilities. In a prosperous African village, people may gather around a single communal television set. And the United Kingdom could be considered positively primitive when it comes to dishwashing, as only about 3 percent of homes have a dishwasher.

Q. Are there any products that are truly international?

Pring: Some products can be advertised globally without much change in copy. Coca-Cola comes to mind. On the other hand, small things can cause problems or even offend. I recall a European advertisement for bubble bath that showed a Western woman covered in foamy bubbles lathering in the tub. You might think the Western woman was the problem. But, no, in fact a European orientation can be an asset. The problem was that the Japanese never use soap in the tub, but get out to lather.

Q. It sounds like there are too many pitfalls to bother. Is it as hopeless as it seems?

Pring: No, it is possible to carry out most forms of market research around the world, but in order to accommodate the cultural forces, there must be flexibility and a willingness to compromise. It may not be possible to do it in the same way as at home, but usually the end result can be achieved.

Q. Any final words of advice?

Pring: Always allow plenty of time and sufficient budget. And part of the international budget always should be reserved for travel to the country under study. A visit to the country adds color, understanding and appreciation to the hard copy of the research report. Above all, take nothing for granted. •

—Questions may be addressed to Pring at Research International, 509 Madison Avenue, New York, NY 10022, telephone (212) 752-3881.

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fice. That office has a complete stock of everything the ILO has published in the past five years, and forwards orders for older books to Geneva. The office also sends catalogue supplements quarterly, and offers mini-bibliographies of ILO publications on special topics like employment and economic development or employment practices of multinational enterprises. Ask the sales office for a request form.

Many of the ILO books on population topics are a product of the World Employment Program. The ILO assisted this program in planning strategies to create jobs for the world's rapidly growing population.

The program's Population and Employment Project is charged with examining the effect of economic and demographic interrelationships on economic development. It has investigated the economic factors that induce nontraditional demographic groups — women, youths, children, and the elderly — to become workers, the response of labor markets to demographic change, consumption patterns, and internal and international migration. Books are available on all these topics.

The ILO library in Washington is open to the public, but since the reading space is limited, information officer, Patricia S. Hord, suggests that you telephone before you go to make sure the materials you want are available. The Washington address for the International Labor Office is 1750 New York Avenue, N.W., Washington, D.C. 20006. The telephone number is (202) 376-2315. •

—Martha Farnsworth Riche

Sources
International Labor Office

The International Labor Office is the United Nations agency charged with monitoring and improving working and living conditions around the world. Headquartered in Geneva, Switzerland, the ILO maintains an office in Washington, D.C. that sells and distributes data which describe people in their roles as producers and consumers.

Its *Year Book of Labor Statistics* contains data for some 180 countries and territories. The ILO does not adjust the data to make them directly comparable, but asks the national agencies that report the figures to make them conform as closely as possible to international standards.

Demographic data in the *Year Book* include the proportion of the population that is economically active, with its characteristics by sex, age group, industry, occupation, and socioeconomic status. Other useful statistics show the characteristics of the unemployed, hours of work and wages, consumer prices, occupational injuries, and labor disputes. The *Year Book* lists the main references and sources, and tells how to compare the country data without running into too many problems. The 1981 edition, which is the most recent, costs $63 from the Washington office.

People interested in more current data can subscribe to the quarterly "Bulletin of Labor Statistics." It contains data on employment, unemployment, hours of work, wages, and consumer prices. Subscribers also receive monthly supplements with the newest information.

One issue gives the results of the ILO's annual survey of the wages of adult workers in 41 occupations, monthly salaries, normal weekly working hours, and retail prices of selected consumer goods. An annual subscription is $28.50; buyers of the *Year Book* can get the "Bulletin" for a joint price of $68.50.

From time to time the ILO develops detailed labor force estimates and projections based on the population projections prepared by the U.N. Population Division. It estimates the labor force of each country by sex, age, and economic sector, and projects labor force participation rates based on the high and low variants of the U.N. projections.

The most recent version — *Labor Force Estimates and Projections, 1950-2000* — was published in 1979 in six volumes. The first four volumes cover each geographic region, the fifth volume summarizes the world-wide data, and the sixth volume explains the methodology the ILO statisticians used to standardize the concept of the labor force. Contact the Washington office to get a current price for these publications, and to find out when a new set might be scheduled.

In *Household Income and Expenditure Statistics*, the ILO presents data from all the household income and spending surveys it can find. The most recent edition covers surveys carried out between 1968 and 1976 in 87 countries and territories. The data include the structure, composition, and size distribution of income; household spending for both consumption and nonconsumption items; and household characteristics, including the average size, average number of earners, and average total income and sources of income, including self-employment and rent.

Since spending and earning patterns often vary considerably within a country, a valuable aspect of this publication is that it shows the geographic distribution of households according to the size and patterns of spending and income wherever the data allow. Although the current edition may be dated for many purposes, it still is useful because it lists the sources of the surveys which can be contacted to see whether more recent information is available.

Periodicals

Depending on how much you want to know, how much you are willing to pay, and how expert you are, the ILO has a periodical for you.

You can read about "the jobless boom" instead of the baby boom in "ILO Information," a free newsletter published five times a year. It reports the highlights of new ILO research and activities and announces new ILO publications. Write to the Washington office to get on the mailing list.

The "International Labor Review" is a bimonthly journal that takes a more scholarly approach to current topics. An article in a recent issue examined living conditions, the cost of living, and social mobility in large cities, trying to determine at what point the population becomes so large that employment and living conditions can no longer improve. Other articles discussed employment planning in Egypt, and changes in social security for women in West Germany. An annual subscription costs $25.50; individual issues are $5.70. The Washington office has subscription forms that can be mailed to Geneva.

"Women at Work" is a twice yearly bulletin that surveys the economic conditions and activities of women around the world. Training, maternity protection, and skill levels are some of the topics covered. Subscriptions are $11.50; single copies cost $7.15.

The quarterly "Social and Labor Bulletin" contains brief notes on labor and social policy in such areas as labor legislation, collective agreements, and experiments in improving the work environment. This is a good place to find out what other countries are doing in relation to social security, the handicapped, or migrant workers. Subscriptions cost $23; single issues $7.15.

Since the "Bulletin" includes over 1,000 notes a year, people who expect to use it frequently can buy the Labor Information Database, made up of short abstracts of all the articles on microfiche. The data base is updated every six months, and subscriptions cost $23 a year.

Books

The ILO is a major publisher of books about working people and work force issues. Its annual free "Catalogue of Publications in Print," is available from the Washington of-

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INTERNATIONAL DEMOGRAPHICS™

Vol. 2, No. 2 February 1983

Daniel Kane

Arabian Nightmares (Saudi Style)

Pornography is in the eye of the beholder. And if the beholder is a Saudi Arabian customs officer, even a newspaper with pictures of women may be too hot to handle.

Saudi customs held a firm's goods for 60 days because they were packed in old newspapers. And beware the sexy Sears Roebuck catalog or those seductive sales brochures for microcomputers.

A country with enormous demand for technical services and the latest in consumer goods, Saudi Arabia has such strict rules for importing products that containers into which a packer has unthinkingly flipped an old soda can or a used copy of *People* magazine have been considered contraband and turned back at port.

Dotting "i's" and crossing "t's" is essential to getting your goods past Saudi Arabian ports, according to Francis X. Johnston, who recently returned to the United States after a three year stint as transportation director of the Almajdouie Group in Saudi Arabia. "The paperwork accompanying a shipment must be 100 percent correct, with no strikeouts. The language ability of most of the men checking these papers is limited. Great care has to be taken with Arabic translations," Johnston told participants at an International Business Center of New England* seminar.

All goods shipped to Saudi Arabia must be stamped with the country of origin. A shipment of house trailer units was held up for three months simply because the dishwashers in the unit had not been stamped.

The Upturned Mercedes

Ground shipment presents new problems. "There are few directional signs and directions may include such phrases as 'turn left at the upturned Mercedes.' "

Because there are few warehouses, goods may stand in the elements exposed to temperatures up to 130 degrees and sandstorms.

"There are no speed limits in Saudi Arabia," Johnston said, "and truck drivers are paid a fee plus a bonus for their trips — so they tend to drive quickly and have accidents. If you hit a camel, it can ruin your whole day.

"If a U.S. resident is even in the vicinity of an accident, it will be his fault. The theory is that if you hadn't come to the country in the first place, the accident never would have happened."

Johnston is a consultant on Mid-East transportation problems. He can be reached at (617) 383-6605. •

**For more information on the International Business Center of New England, see February sources.*

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COUNTRY PROFILE: FINLAND

Around The World

Soviet Oldsters

There is no fountain of youth, not even in the mountainous Caucasus region of Azerbaydzhan, Armenia and Georgia.

A new University of Michigan study on life expectancy in the Soviet Union concludes that published reports of 20,435 citizens over the age of 100 and 465 people over the age of 120 are "greatly exaggerated."

The authors, Neil G. Bennett, Mellon assistant professor of sociology and research associate at the Population Studies Center at Michigan, and Lea Keil Garson, a doctoral candidate in sociology and demography at the Office of Population Research, Princeton, applied a new mathematical formula to Soviet Census data for 1959 to 1970.

Their calculations found about 2,900 persons over age 100, 90 persons over age 105, and only one at age 110 — figures they say are "more in accord with the commonly accepted life expectancy estimates."

The Soviets have such a reputation for longevity that a popular yogurt manufacturer uses the idea of ancient Soviet mountain people to promote its products. But Bennett and Garson point out that these reports cannot be verified because of a lack of birth records. The areas of greatest longevity are coincidentally the least developed areas.

"Births were either not registered, or they were registered in local churches whose records were subsequently destroyed. In Moslem areas of the Caucasus, it is also possible that the 10-month duration of the Moslem calendar caused some misunderstandings when ages were registered," the researchers said.

The sporadic nature of the Soviet census makes authentication difficult. "Most countries conduct a census at 10-year intervals. The last Soviet census with available data was taken in 1970 and the previous one in 1959. Since the interval is 11 years and the data are reported in five- and 10-year age groups, it is problematic to apply traditional intercensal survival procedures," the authors report.

The new mathematical method applies three pieces of information — the Soviet published death rate at age 60, the estimated maximum life expectancy at age 60, and the total population above age 60 as reported in the Soviet census. It produces new estimates for the numbers of people in all age groups in the Soviet Union who are aged 60 and over.

The researchers do not believe the Soviet government has purposely tried to mislead anyone, but rather that exaggeration by respondents is at fault.

Latin American Television

Latin America is producing more of its own television shows, and relying less on U.S. imports, according to the survey of programs in Mexico, Peru, Brazil, and Venezuela reported at an Institute for Communication Research conference at Stanford University.

Graduate student Livia Antola and Professor Everett M. Rogers said Brazil imported 60 percent of its television programs in 1973, and only 28 percent in 1982. Venezuela dropped from 50 percent to 35 percent; and Chile from 56 percent to 44 percent. Mexico remained at about 50 percent. Slight increases in imported programming were found in Peru and Argentina, from 60 to 70 percent in Peru and from 20 to 33 percent in Argentina.

The increases in Argentina and Peru occurred because fewer local programs were produced after television came under government control in those countries. Smaller nations in Latin America are still heavy importers of programs.

"However, some TV slots that were once occupied by U.S. series are now being filled by Latin American telenovelas and comedies. Some U.S. cartoons, once a major import in Latin America, are now being replaced by Japanese cartoons, which currently make up 7 percent of Chile's and 3 percent of Peru's imports," Antola and Rogers said.

Mexico, Brazil, Venezuela, and Argentina are the most important Latin American producers of television programs. Telenovelas account for 70 percent of their exports, with another 18 percent comedy shows and 12 percent musicals, films, and variety programs.

U.S. programs amount to only about 33 percent of total viewing in Mexico, the authors said. As reflected in the top 10 audience ratings in a sample week for six Latin American countries, audiences prefer locally produced programs, followed by those made elsewhere in Latin America. U.S. productions ranked third.

All of Mexico's top 10 programs are locally produced. In Venezuela, "Pink Panther," rated tenth, was the only exception. In Peru, only "Vegas" in seventh place, made the top 10, and in Brazil, "Hart to Hart" was eighth.

While household incomes are not high in most Latin American countries, "a large number of poor domestic consumers can add up to a profitable market," the researchers said. "In the past decade, the number of TV sets in Latin America has increased about 40 percent."

Their study was based on interviews with 65 TV officials in Latin America early in 1982, and funded by the Stanford Latin American Studies Center. •

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Evaluating a Country's Market Potential

Some basic demographic information can help market planners sort through a list of 50 to 100 countries of passing interest and produce a list of 10 or 20 with the most potential.

In any list, the first step is to separate the countries of interest into one of three categories: underdeveloped, developing or developed.

Underdeveloped countries have an economy based mainly on agriculture. Yet, they are struggling to become self-sufficient in food production. The average woman in most of these countries bears at least five children in her lifetime and fertility is not declining. Underdeveloped countries also have one large city and many small ones, with no middle ground.

Kenya is an example. The average woman has 8 children in her lifetime. Kenya's largest city, Nairobi, has about a million people and its next largest city only half that. Two other cities have more than 100,000 people, but most have 40,000 or fewer people. Fifty-seven percent of Kenya's city population live in Nairobi.

Developing countries are quite different. Their economies are based more on mining and manufacturing. Cities are growing rapidly, and as the large cities grow, medium-sized cities develop throughout the country. The average woman bears fewer than 5 children, and fertility rates are declining, often because of birth control efforts supported by the government. Developing countries represent the greatest opportunities for firms interested in long-term commitments. One example is Brazil. Women there average about 4 children in their lifetime. Twenty years ago Brazil had only 6 cities with populations of more than half a million. Now it has 14 such cities. About half the population lives in cities, but only 16 percent live in the largest city, indicating that the population is distributed throughout Brazil in cities of different sizes.

Developed countries have economies based primarily in services. They are highly urbanized and have many cities of different sizes. Their markets are mature. Their birth rates are low — often fewer than two births per woman — and their populations are aging. They have a large middle class with disposable income and leisure time. The examples are obvious: the United States, Japan, and the Western European countries.

Regardless of the stage of development, all countries present a market opportunity for someone. The four key demographic factors that help identify market potential are average annual growth rate, total fertility rate (the average number of births a woman will have in her lifetime), the status of women, and urbanization.

The Market Potential Matrix shown outlines the way that the four factors, when brought together, can help assess market potential.

Annual Growth Rate

The average annual growth rate tells how many more people a country will have than it had the year before. Countries with an average annual growth rate higher than 2.5 percent may be in a dangerous situation. They often have more mouths than they can feed, life is cheap, and they have little control over population growth. The political instability of these countries is caused, in part, by people who have little to lose by challenging the status quo. At the other end of the spectrum, countries with average annual growth rates of less than half a percent are mature markets with aging populations. Between these extremes are countries growing at a manageable pace, with increasing numbers of people, who can afford consumer goods.

Total Fertility Rate

The second indicator is the total fertility rate — the average number of children each woman is expected to have in her lifetime. The important question is, has this rate declined? It is possible for a country to have a high growth rate, but a declining total fertility rate. Because of the youthful age structure of developing nations, it may take years for a declining total fertility rate to have a significant effect on the growth rate.

Therefore, if the growth rate is high, but the total fertility rate is declining, the country shows promise as a consumer market.

Countries with a total fertility rate of 3 or below are most promising, but even those with rates as high as 3.5 or 4 may have potential if the government's attitude toward family planning is positive and if there has been a decline in the total fertility rate in the past few years.

The Status of Women

The total fertility rate seems inextricably linked with the status of

continued on p. 8

Market Potential Matrix

	Not Presently a Market	*Potential Market*	*Mature Market*
Average Annual Growth Rate	2.5+	1.5 to 2.5	Under 1.5
Total Fertility Rate	5+	2.6 to 5	2.5 or less
Status of Women	Low	Improving	High
Extent Urban	One big city	Several cities	Many cities